

**MARKET**  
Phone 2

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**CRAWFORD AVALANCHE**  
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THURSDAY, OCTOBER 15, 1931

**CHEAPER TO INCORPORATE AS  
VILLAGE**  
A reduction of more than \$1,100,000  
in the cost of government in Mich-  
igan is possible without reducing  
governmental service, by re-incorporat-  
ing 152 villages of more than 750  
population as cities, according to an  
estimate today by Clarence V.  
Smazel, in charge of this phase of  
the work of the Michigan Municipal  
League.

This saving is made possible prin-  
cipally by eliminating the duplica-  
tions of government now existing in  
our township-village system. Mr.  
Smazel pointed out, "In every vil-  
lage the village assessor and the  
township supervisor both assess all  
the property and make out separate  
tax rolls; the village treasurer and  
the township treasurer each have a  
separate roll for the collection of  
taxes; all voters must register twice,  
once with the village clerk, for vil-  
lage elections, and once with the  
township clerk, for general elec-  
tions—and these are only the major  
duplications."

The 152 villages large enough to  
become cities have approximately  
277,000 residents. Tax surveys made  
by the Municipal League show that  
the wholly unnecessary cost of town-  
ship government in typical villages  
ranges from \$1 to \$10 per capita per  
year with an average of about \$5  
per capita per year. The estimate  
of more than \$1,100,000 in total  
savings annually is made on this basis.

While villages with more than 750  
population can avoid this duplication  
of government and expense by re-  
incorporating as cities, Mr. Smazel  
said, villages of less than 750 popu-  
lation have no means of eliminating  
this expense under present state law,  
although in proportion the unneces-  
sary duplication probably costs them  
as much or more per capita. There  
are approximately 175 of these small-  
er villages in the state. Several  
other benefits will result for villages  
incorporated as cities, Mr. Smazel  
declared. The most important of these  
are that each city has one or more  
representatives on the county board,  
according to its population; a better  
governmental organization can be  
provided under the city home rule  
act than under the general village  
law, and citizens register, vote, and  
pay their taxes at one place instead  
of two.

## SCHOOL NOTES

(Continued from first page)

a faint click. The gun eventually  
worked after the BLANK blanks  
were discarded.

The shot-put trials came next, and  
some mighty fine losses were record-  
ed. The Sophomores topped the  
honors in this event.

The Senior-Junior rope-tying con-  
test was next on the list. Owing to  
the scarcity of males in the Senior  
class, the Sophomore class was draft-  
ed to help slaughter the Juniors. Con-  
trary to Senior expectations, the  
tables were turned, the Juniors tak-  
ing least of the punishment. It was  
a close and hard-fought battle,  
nevertheless.

The Seventh and Eighth grade  
tug-of-war followed the "Battle of the  
Marne," or whatever name can be  
fittingly applied to a rope-tying con-  
test. The Seventh grade dragged  
their opponents through the water,  
or what they expected to be water.  
Where the H2O disappeared to is  
one of the unsolved mysteries of the  
age.

The horse-riding contests were next  
in line. Did anyone ever sit on a  
horse until one's face was battered  
and bleeding. The name is hardly  
appropriate to the nature of a con-  
test, except that the "horse" is made  
to resemble that equine animal as  
much as possible. The Junior bare-  
back riders were victorious.

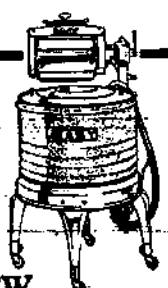
The flag-rush, with the Sophomores  
defending the flag and Freshmen at-  
tacking, ended with the Sophomores  
keeping possession of the banner they  
so successfully defended.

Thus ended a glorious afternoon of  
fun, hard work, and a few cuts and  
bruises—endured with the spirit  
which characterized the whole after-  
noon, and the valiant warriors de-  
parted for home to match a few  
hours of much needed rest, in pre-  
paration for the gala celebration that  
evening.

	Football	Baseball	Boys' Basketball	Boys' Soccer	Boys' Tennis	Boys' Golf	Boys' Track	Boys' Wrestling	Boys' Boxing	Boys' Fencing	Boys' Judo	Boys' Karate	Boys' Judo	Boys' Karate	Boys' Judo	Boys' Karate
Seniors	50	25	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Juniors	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Sophomores	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Freshmen	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Eighth	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Seventh	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10

The Banquet.  
Our school banquet was held in the  
evening at the Michelson Memorial

## ENDS Water Lifting FOREVER



**EASY  
WASHER  
\$109.50**

Simply touch a button and the  
new EASY electrically driven  
water pump empties the wash  
water for you.  
Never before has this feature  
been offered in EASY Washers  
priced under \$165.  
Beige enamel finish. Big agitator.  
Large balloon-type wringer  
rolls with safety guards. Easy  
Terms. Free demonstration.  
Phone us for it now.

**Michigan Public  
Service Co.**

Members of the school board, their  
wives and members of the faculty  
were first shown to their seats. Then  
the grades were lined up in the  
church auditorium and marched  
down to the dining hall. The Sen-  
iors led the march followed by the  
Juniors, Sophomores, Freshmen, the  
Eighth and the Seventh grades com-  
ing last.

Before the guests were seated the  
Invocation was given by Reverend  
Salmon.

The menu consisted of meat loaf,  
escaloped potatoes, baked beans,  
pickles, rolls, jelly, pumpkin pie and  
coffee.

The dining hall was well-decorated  
with brightly colored autumn leaves.  
The tables were trimmed with white  
and green crepe paper.

The after dinner speeches came in  
this order: The presidents of all the  
high school classes gave short talks,  
beginning with the Freshmen presi-  
dent, Alex Kochanowski. Following  
the Freshmen president came Robert  
Sorenson, president of the Sophomore  
class. Next we heard William La-  
Grow, president of the Juniors. Then  
the president of the Senior class,  
William Harrison gave his talk. After  
the speeches of the class presidents,  
Mr. Poor of the high school faculty  
gave us a talk on the six types of  
men Knute Rockne had disliked.

There came an address from our prin-  
cipal, Mr. Cushman. Next came short  
talks from Mr. Bates and Mr. Pat-  
erson, members of the school board.  
James Miller (Gabby Miller) then  
gave us a short report of the base-  
ball games played between the in-  
eligible-of-high-school-and-members  
of the faculty.

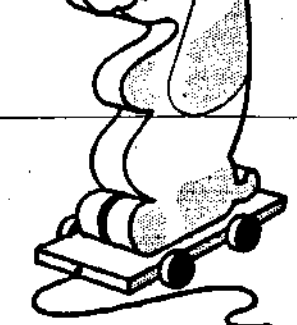
Supt. Burns, who was the toast-  
master and really was the principal  
speaker at the banquet, took for his  
subject "The Great Stone Face," com-  
paring parts of the story with every-  
day life of the boy and girl and  
his talk was very inspirational.

The banquet ended with a short  
prayer by Reverend Salmon.

After the banquet the Eight grade  
boys and the Freshmen boys washed  
dishes.

The Dance.  
After the banquet the Eighth grade  
went back to the school where an  
orchestra, the majority of which  
were alumni, played for a dance  
which lasted until eleven o'clock.

The students had as their guests



## WHEN BABIES FRET

There are times when  
a baby is too fretful or  
feverish to be sung to  
sleep. There are some pains a mother  
cannot pay away. But there's quick  
comfort in Castoria!

For diarrhea, and other infantile ill-  
nesses, give this pure vegetable preparation.  
Whenever coated tongues tell of con-  
stipation; whenever there's any sign of  
sluggishness. Castoria has a good taste;  
children love to take it. Buy the gas-  
trea with Castoria's signature on wrapper.

**Castoria**

at the dance the alumni, members of  
the school board and their wives, as  
well as the faculty. This is about  
the only party where all of the classes  
are together. It seems to have been  
a bigger success than in former years  
judging from the crowded floor and  
the groans issued when Home Sweet  
Home was played.

Interclass Baseball Series Begins  
A galaxy of hoots, howls, and  
racket out north of the high school  
building on these snappy afternoons  
means that the recently organized  
soft ball baseball league is in full  
operation. Six teams, representing  
every class in high school, battle for  
supremacy in a series of five inning  
games that will determine the cham-  
pions of the league.

Tuesday night pried the lid off the  
schedule as the "Seniors" took a 12-11  
decision from the "Sopho's" and the  
scrappy "Fresh" dropped the haughty  
"Juniors" by a 5-4 count in a de-  
cided upset.

The first game was a free hitting  
contest in which the "Daunted Boys"  
staged a five run rally which was  
featured by Webb. The fiery redhead  
hit a homer and led the charge that  
capped the decision in their last turn  
at bat.

The Freshmen jumped into an early  
lead and backed it up by some sen-  
sational fielding. They downed the  
cocky Juniors in the second upset of  
the afternoon's double header.

Seniors	Captain	First	Second	Third	Fourth	Fifth	Sixth	Seventh	Eighth	Ninth	Tenth	Eleventh	Twelfth
Burns	C	W	H	W	W	W	W	W	W	W	W	W	W
Webb	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th
McLeod	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th
Annis	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th
McDonnell	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th
Miller	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th
LaGrow	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th
Knibbs	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th
Marshall	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th
Harrison	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th
Chapman	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th
Fresh	0	2	2	1	0	5							
Juniors	0	0	2	2	0	4							

BEAVER CREEK "STANDARD"  
SCHOOL NOTES

This year our school began with  
thirty-three pupils enrolled.  
We have a toy store this year  
which we use for arithmetic. We en-  
joy it very much.

A great many people are absent  
from school as they are home dig-  
ging potatoes.

The Third and Fourth grade made  
a Hiawatha scene for the sand table.

The Fifth grade Geography class  
is making a study of Switzerland. We  
find this country very interesting.

Last week George Zaack cut his  
foot with a piece of iron. We were  
all very sorry to hear of his mis-  
fortune.

Gloria June Mortenson and Ber-  
nard Palmer are absent from school  
as they are visiting in Flint.

Our teacher, Miss Vance, is reading  
the book "Little Maid of Nan-  
tucket Bay" for exercises.

This afternoon our school plays  
baseball with the Love school. We  
hope that we will win.

LOVELL'S NEWS

Don Small of Detroit spent Sunday  
with his parents, Mr. and Mrs. Roy  
Small.

Clarence Stillwagon and son Lewis  
made a trip to West Branch Satur-  
day.

Mr. and Mrs. Glen Gregg and Iris  
Nephew visited a few days at Cadil-  
lac.

John Herick and John Sunday made  
a call at Gaylord last week.

Ruby Duby and Alfred Hanna were  
callers at Luzerne.

Mr. and Mrs. Joseph Duby were  
callers at Gaylord last week.

Glen Gregg and Francis Nephew  
went to Luzerne Monday.

NAVY DIRIGIBLE HAS STRONG

According to the Navy Recruiting  
Station, Detroit, a searchlight of  
380,000 candlepower, which with its  
electric cable 20 feet long, weighs  
less than 13 pounds, has been man-  
ufactured for the new dirigible Akron.

The light is for use in the control  
car of the dirigible and measures 14  
inches across the face. It has been  
fitted with shutters so that it can be  
used for signaling and communica-  
tion as well as for illumination. Alu-  
minum sheet was used in the construc-  
tion of the light, even rivets being  
made of that material. Nuts, bolts  
and screws are of hard brass or  
bronze, nickel or cadmium plated. The  
searchlight has a lens of clear lami-  
nated glass three-sixteenths inches  
thick.

EDITORIAL PARAGRAPHS

An Arkansas mathematician has  
trisected an angle with a compass and  
straight edge. Now if he will just  
solve the problem of what to do with  
the surplus cotton we will be getting  
somewhere.

According to the Fort Wayne  
News-Sentinel, Iceland has only had  
three murders in sixty years. We  
were wondering why they didn't make  
any moving picture dramas with an  
Icelandic background.

We used to laugh at those de-  
fective yarns in which the super-  
stern could disguise himself so that  
his best friend wouldn't know him;  
but now that we have noted what  
funny things these new Eugénies hate  
do to the appearance of some of our  
girl friends we are willing to believe  
most anything.

## News Review of Current Events the World Over

**President Hoover's Financial Restoration Plan Approved  
by Congress Leaders—Senator Morrow's  
Death Loss to Nation.**

By EDWARD W. PICKARD

FOLLOWING a series of confer-  
ences with bankers, business men  
and economists, President Hoover  
called to the White House the lead-  
ing members of the  
senate and house,  
both Republican and  
Democratic, and laid  
before them a com-  
prehensive plan to  
stabilize the domestic  
banking situation and  
relieve the depression.  
In general his  
project received the  
approval of his hear-  
ers, and he then an-  
nounced it to the  
people of the country,  
asking their full sup-  
port.

Briefly summarized, what the Pres-  
ident proposes is:  
Creation of a corporation with capital of \$500-  
000,000, to take up the "frozen" pa-  
per of insolvent banks and other  
financial institutions and otherwise to  
give elasticity to the financial situa-  
tion. He said \$150,000,000 of the stock  
already had been subscribed.

Liberalization of the redemptive lim-  
itations by which the reserve board  
is now prevented from accepting cer-  
tain classes of securities.

Expansion of the federal land bank  
system to provide further credit ac-  
commodations for the farmers.

Mr. Hoover also told the congress-  
men assembled that he planned to  
discuss with Premier Laval of France,  
when the latter comes to Washing-  
ton, the possibility of extension  
of the international moratorium.

This was the only thing that brought  
forth any decided objection from the  
lawmakers. Some of them said the  
time for this had not yet arrived.

The President said the congress  
leaders had agreed, regardless of  
party, to put through the legislation  
that might be needed to make his  
plan effective, and it was not thought  
of a special session would be necessary.

If the privately financed institution  
fails to restore business confidence,  
he said, he would recommend the for-  
mation of a federal insured corpora-  
tion similar in character and purpose  
to the War Finance corporation of  
World war days.

DEATH, sudden and unexpected,  
came to Dwight W. Morrow, to  
his home at Englewood, N. J., and the  
United States lost one of its best and  
most useful citizens.

The new senator from  
New Jersey was  
stricken with a  
fatal hemorrhage as he  
slept, and passed  
away without regain-  
ing consciousness.

He was fifty-eight years  
old, and while he was  
accomplished a great  
deal in his short  
life, it was the gen-  
eral belief that he  
was, as Ambassador  
Davies said, "at the threshold of a  
great career of public usefulness."

At Senator Morrow's death were  
Mrs. Morrow, her daughter,  
Elizabeth, and a few other relatives.  
Another daughter, Mrs. Charles A.  
Lindbergh, is in China with her hus-  
band. Mrs. Morrow sent the Lind-  
berghs a cablegram announcing the  
death.

The youngest daughter, Miss  
Constance Morrow, was away at  
Smith college, and the senator's son,  
Dwight W. Morrow, Jr., was at Am-  
herst.

Born in West Virginia and edu-  
cated at Amherst, Mr. Morrow went  
through Columbia law school and was  
successful in the practice of law.  
Coming into contact with big finan-  
ciers, he was made a partner in the  
great banking house of J. P. Morgan  
& Co. He gave the government em-  
ployed service during the war, and af-  
terward was made ambassador to  
Mexico. In this post he displayed  
remarkable skill as a diplomat, set-  
tling in a few months controversies  
that had long been the cause of ex-  
treme ill feeling between the Amer-  
ican and Mexican governments. While  
he was ambassador his daughter was  
married to Colonel Lindbergh.

Giving up the Mexican post, Mr.  
Morrow announced his candidacy for  
the senate, and it was characteristic  
of his straightforwardness that he  
at the same time declared himself  
in favor of repeal of the Eighteenth  
amendment. His victory at the polls  
was no surprise, for the people of his  
state held him in high regard. In-  
deed, all the nation liked and ad-  
mired him, and he was considered  
Presidential timber, though his name  
might not have been presented to the  
Republican convention of 1922.

Last year Mr. Morrow was one of  
the leading members of the American  
delegation to the London naval con-  
ference, and the foreign statesmen  
who met him then heard of his death  
with deep sorrow. President Hoover's  
statement, on hearing the sad  
news, was:

"The country has suffered a great  
loss in the death of Senator Morrow.  
His loyal and generous character as a  
neighbor and a friend; his public  
spirit as a citizen; his service during  
the war; his accomplishments as an  
ambassador to Mexico; his unique con-  
tribution to the success of the Lon-  
don naval conference—are the record  
of that sort of American who makes  
our country great."

WHEN the American Federation  
of Labor opened its annual con-  
vention in Vancouver, B. C., Pres-  
ident William Green lost no time in  
setting before it and before the na-  
tion the serious conditions that exist.  
He warned industry that "revolutions

in the past grew out of distress and  
hunger," and demanded that another  
point be added to the bill of rights  
—the right to work. He insisted that  
standards-of-life-and-housing-must be  
maintained at a high level and that  
the policy of cutting wages was all  
wrong.

Recommendations of the executive  
council, contained in its annual re-  
port, included the following:

President Hoover should call a na-  
tional conference of employers and  
labor to discuss how all workers may  
share in available employment.

Immediate inauguration of the five-  
day week and the shorter work day.  
The wage structure and wage  
standards should be maintained.

A guarantee that all now employed  
shall be assured their positions and  
that work be shared equitably by all  
through spreading working hours.

Prohibition of child labor.

Stabilization of industry, especially  
those seasonal in character, by carry-  
ing on improvements during slack pe-  
riods.

Application of a more scientific  
plan of industrial production, so that  
a stable balance may be maintained  
in order that production may be car-  
ried on systematically over longer pe-  
riods of time.

While not liking the date, the coun-  
cil said there must be either work or  
unemployment insurance.

On the question of modification of  
the Volstead act the executive coun-  
cil again expressed itself as favoring  
275 per cent beer.

LATIN America launched a strong  
attack on the tariff policy of the  
United States immediately after the  
opening of the Pan-American com-  
mercial congress in  
Washington.

Robert P. Lamont, secretary  
of commerce, was in  
the chair, and both  
he and Stias H.  
Strawn, president of  
the Chamber of Com-  
merce of the United  
States, tried to head  
off the tariff discus-  
sion, but without suc-  
cess. The issue was  
brought up at once by  
the Cuban delegation  
and its proposal that there be a two  
years' freeze on customs increases was  
backed by the representatives of sev-  
eral other countries.

At the same time the Argentine de-  
legation, filed in behalf of one of its  
members, Luis Clure, representing the  
Buenos Aires Chamber of Commerce,  
a bitter indictment of American pro-  
tectionism. Senator Fere charged that  
the United States with its tariff bar-  
riers "is largely to blame for the pres-  
ent evil situation of the world econ-  
omically. Following the example of  
the United States, of seeking reprisal,  
other nations had adopted a prote-  
ctionist program with disastrous re-  
sults on trade, he said."

Chairman Lamont blamed the  
World war for the economic situa-  
tion. "The more important factors,"  
he said, were overproduction, overcap-  
italization, artificial price stabilization of  
raw and manufactured products, and  
the urgent need for each country to correct  
its own mistakes.

SPEAKING of armaments, Senator  
Claude A. Swanson of Virginia  
has just put forward a proposition so  
simple that it sounds foolish—and  
perhaps it is. His  
plans is that Pres-  
ident Hoover arrange  
for a naval holiday  
with the other  
great naval pow-  
ers, which would be  
all right except that  
the holiday is to be  
observed by all of  
them except the  
United States. Brief-  
ly, he wants the  
other powers almost  
to stop building na-  
val vessels until America can gradu-  
ally and slowly increase its fleet up to  
the limits of the London pact and  
modernize its now outmoded battle-  
ships.

"It is incumbent upon the United  
States to submit a definite proposal  
for a naval holiday," Senator Swanson  
said. "It seems to me we can  
properly do this and submit a proposal  
in which we can obtain security and  
at the same time practice economy."

The United States is at present, under  
the terms of the London conference,  
in agreement with Great Britain for  
equality in naval power and in an  
agreement with Japan for a substan-  
tial ratio of five for the United States,  
and three for Japan."

POPE PIUS XI, in an encyclical  
entitled "Nova Impendit," appeals  
to "all those of Christian faith and  
love" to join in a crusade of charity  
and succor to forestall the evils of  
unemployment and distress during the  
coming winter.

The encyclical bears the date of  
October 2, which, on the church cal-  
endar, is the feast of the guardian  
angels, the protectors of children.

The pope lamented particularly that  
innocent children should suffer from  
the poverty and hardship in the pres-  
ent economic and financial crisis.

The pontiff's letter dealt with three  
aspects of international affairs—first,  
the economic crisis; secondly, unem-  
ployment, and thirdly, the war for  
armaments. He appealed

# ONE CLEAR FACT



*... Out of a tangle of claims  
about gasoline ... one clear  
fact stands out ...*

THAT GOOD GULF GASOLINE  
is orange color. You can identify it  
easily. On sale most everywhere  
from Maine to Texas, "at the sign of  
the Orange Disc."

USE TOURGIDE ... Day-to-day  
road news of new construction, de-  
tours and closed roads. On file in  
Gulf Service Stations. Consult it, free.

**THAT GOOD GULF GASOLINE**

**is bought more places by more people in  
Gulf's 27 states because car owners buy on  
performance ... the only fact that counts.**

**GULF REFINING COMPANY**  
(DELAWARE)

*Better*

**THAT GOOD GULF GASOLINE**  
**IMPERIAL OIL CORPORATION**  
**DISTRIBUTORS FOR GULF PRODUCTS**

#### "KILLING THE RAILROADS"

"In the railroad yards of Tucson are long sidings choked with idle locomotives accumulating rust," wrote Harry Carr, columnist of the Los Angeles Times, recently. "Their cost was from \$75,000 to \$125,000 each."

"What is killing the railroad business is the bootleg truck."

"Somebody buys a truck; makes one down payment; in his foolishness, cuts the freight price to a figure that makes no allowance for the depreciation cost. He busts after a few

trips; meantime the railroad has lost the freight haul. It is high entertainment to pan the railroads, but cutting the railroad revenues is one of the major causes of this depression."

If depleted railroad treasuries had been a result of poor business conditions, as is the case with other businesses, there would be no particular cause to worry. But not since the war have the lines been able to earn 5% per cent profit on their investment. The rest of us are experiencing a lean year or two following good

profits but the railroads have had nothing but the leanest kind of years. Competition from unregulated trucks on tax-built highways, subsidized waterways and similar agencies has done much to create the railroad crisis. So have inequality of taxes and a regulatory policy which allows the lines almost no leeway in any major move. Some means must be found to give the railroads more revenue unless every business is to suffer from recession or break-down of our major transport agency.

GIVE **That Good Gulf Gas** A TRIAL

**Better Gas—More Miles — GULF STATION**

Pennsylvania Motor Oils  
Gulf — Valvoline — Gulf Pride

Opposite Golf Course  
H. C. Jarmin, Prop.



## Interesting Events In Grayling 23 Years Ago

INTERESTING ITEMS OF NEWS GATHERED FROM THE FILES OF THE AVALANCHE OF 23 YEARS AGO.

Thursday, October 15, 1908

The County Legislature assembled Monday for their annual meeting.

Miss Mollie Johnson has resigned her position with the Grayling Mercantile Co.

Mrs. Geo. Whipple of Northville is visiting her daughter, Mrs. Orson Corwin in this village for a couple of weeks.

Jas. Hartwick came up from Jackson on the Saturday night train, and will take a little duck shooting on the Muskegon with Olaf Michelson.

Julius Nelson's boy brought in a unique potato which weighed about a pound and a half, with its two legs. It was peculiar in many of its features.

Mrs. C. E. Hartwick who will be remembered as one of the oldest settlers of Grayling and the mother of L. W. Colter, came up from her home in Bunister, last Saturday, accompanied by her sister from Erie, Pa., for a few days visit. She was greatly pleased with the many changes in our village.

Holger Hanson, the genial clerk at the Bank Grocery has been visiting the past week with his brother, Emil at Hammond, Ind., and Chicago.

The cement walk has been completed on the west side of Peninsular Avenue across Block sixteen and is a decided improvement.

Miss Irene Burton is nicely settled in Alma for her collegiate course and writes home she is well pleased with everything there. She will be missed by many of her Grayling associates.

Rev. A. C. Kildgaard was in town the last of the week and filled the pulpit at the Danish Lutheran church Sunday to the delight of his people. The new pastor is expected about the middle of November.

Mr. and Mrs. George Hartman of South Branch were in the village the first of the week, and it was good as a circus to hear his old jolly laugh and voice, while he is forty-five lbs. off, and not able to do one of his days work, he is gaining steadily and

will be all right if he will care for himself. He has rented the farm and will move into the village for the winter at least if he can find a satisfactory place.

A man named Fox from Atlanta, Montgomery county, came down to work for Mr. Long, just north of our county line in Otsego, and went home after his family, stealing a heifer as he started, which he sold at Vienna. His wife and two children are left destitute in one of W. S. Chalker's houses in this county, while Fox labors six months in Iowa prison. He pleaded guilty and the heifer was recovered by Mr. Long.

Supervisor Barnes of South Branch reports about 7000 acres of his ranch burned over. The largest damage was a week ago Saturday and Sunday the high winds starting the fires from where they had been considered safe, and the fire having about two miles frontage.

Connine and Co. have set the pace for street work, by putting gravel in front of their lots to the center of the street in the way which has been advocated by the Avalanche for the past year. The two main squares of the village ought to have been finished this season, and we imagine the council will flush every time they see the improvement.

Another act of vandalism has occurred in our midst during the past week. Sometime Saturday night last, one of the baskets and parts which were on the girl's basket ball ground were taken and on Monday evening between practice and nine or ten o'clock the second basket was taken.

It seems strange that such things can take place and that there can be anyone mean and cowardly enough to take this method to prevent our high school girls from enjoying their invigorating and healthful exercise.

The Farm and Forest Co. of Lovell received another curio of pine cones Saturday from Deward.

The Douglas Co. of Lovell have moved the house formerly owned by Charlie Lee and the one occupied by Geo. David to the main street.

## Farm Notes

The sales of street shoes can be made more water and wear resistant by brushing them with warm neat's-foot oil, castor oil, or lanolin. Talcum care not to get the oil on the upper.

The name "sardines" does not apply, as many people think, to a certain species of fish, but means any small fish suitable for the purpose. The same is derived from the island of Sardinia, in the Mediterranean Sea, where many sardines are packed.

The best way to rid lawns and gardens of moles is to trap them, says the U. S. Biological Survey. Another way that is fairly effective, especially if there are only a few moles, is to open up the runway at the edge of the lawn, drop in a few moth balls or a spoonful of naphthalene flakes, and replace the earth.

Size and quality of eggs, as well as the number laid, are important characteristics to consider in choosing breeders from the poultry flock. A pullet that lays 225 eggs of good shape, good quality of shell, and standard size, will make a better breeder than one that lays 275 under-sized and poorly shaped eggs.

Roof cement or putty is good for stopping leaks in the roof or chimney. This material comes in air-tight cans and hardens soon after exposure to the air. Clean the opening, then fill it with the putty, using a large putty knife or small, pointed trowel, and smooth the surface. Do the work in dry weather. This roof putty will cement a composition roof to a brick or stone wall. There is also on the market a new "plastic wood" that is fine for filling small holes and cracks in weatherboarding. If not stopped up, these holes and cracks will begin to decay when moisture gets in and will let in cold air in winter.

In planning winter rations for the dairy herd, provide at least one hay, preferably a legume, one succulent, and a concentrate mixture containing the three grains, says the U. S. Bureau of Dairy Industry. Feed concentrates as often as the cow is milked; feed roughage and succulents twice a day. Let the cows have all the good hay they will eat, and as much corn, stover or straw as they want. When fed with a medium quantity of silage, cows will eat 1 to 1 1/2 pounds of good hay for each 100 pounds of live weight. Plan for about 3 pounds of silage a day for each 100 pounds live weight.

Root crops may be fed as a substitute for silage. Mangels and turnips contain more water than sugar beets and sweetpotatoes and may be fed in larger quantities. Feed only moderate quantities of beet tops. Dried beet pulp fed dry or soaked in about three times its weight of water is a satisfactory feed, particularly for high-producing cows.

## An Astor Who Works



Phyllis Astor, daughter of Lady Astor, American-born member of the house of commons, who has joined the staff of a real estate agency in London. Friends say she is enthusiastic about her job, which was taken not so much to provide her with a hobby as from a desire to do something useful in these times of unparalleled taxation of the wealthy.

NOW coming home to the United States, we read that President Hoover is hard at work pruning down the cost of the federal government in the effort to meet the prospective treasury deficit of between a billion and a half billion and a half billion. According to Washington dispatches, his program contemplates a limited increase in taxes, rigorous economies in government expenditures and appropriations and continued borrowing.

On Tuesday it was announced that Mr. Hoover had decided to eliminate the naval building program laid out for the 1933 fiscal year and in addition, to cut down the destroyer program, already appropriated for, from eleven ships to five. Reductions for the navy over the next three years, it was stated, stand to run as much as one hundred million dollars.

This certainly will be a terrible blow to Senator Frederick Hale of Maine, chairman of the naval affairs committee, and those of his colleagues who belong to the "big navy" class. Whether they can do anything about it remains to be seen. Navy officials, without wishing to be quoted, point out that if Mr. Hoover's economy plan is carried out, our navy will sink to third place by the end of 1932, when it will rank below that of Japan in all but capital ships. It may be remarked, too, that it doesn't do much good to the steel concerns, the shipyards and their employees.

SENATOR JAMES E. WATSON of Indiana, majority leader of the senate, has called to the attention of President Hoover the fact that higher tariff rates may be necessary to protect American industries from the depreciated currencies of nations that have abandoned the gold standard. These nations include Denmark, Norway and Sweden. Mr. Watson says he believes that the depreciated currency program continues for any length of time, the tariff rates of the Hawley-Smoot tariff act will be abrogated and it will be absolutely necessary to raise the rates from 20 to 25 per cent to overcome the lower production costs in countries now on the double currency standard. Canada already has taken such action.

There is still a lot of agitation for the sales tax which Senator Reed of Pennsylvania advocates, but treasury officials are quoted as saying there is small chance for congressional approval of the plan this winter, though they admit it might be workable. The treasury is opposed to balancing the budget through borrowing over any extended period of time, or to even temporary suspension of the sinking fund, which provides for an "orderly retirement" of the public debt.

FOLLOWING the example of United States Steel and other big corporations, the Aluminum Company of America announced a 10 per cent reduction of salaries and wages effective on October 1, throughout the company and all its subsidiaries. This concern is owned almost wholly by the Mellon family. Secretary of the Treasury Mellon, still a stockholder, is said not to have been informed that the cut was coming. He declined to make any comment.

This action by the Aluminum company further aroused Congressman Wright-Pattman of Texas, who already had announced he would seek during the next session of congress to have Mr. Mellon removed from office because of his stock ownership in corporations. Pattman says he has been working all summer gathering data to support his resolution for the impeachment of Mr. Mellon. The secretary, he asserts, is "directly interested in the business of trade and commerce" within the meaning of the old law he will cite.

"Mr. Mellon relinquished his position on the board of directors of the Aluminum company," Pattman said, "but, as a stockholder, he directs the board. His brother represents him."

Among the other large concerns that have just reduced salaries or wages or both are the Delaware, Lackawanna & Western railroad, the United States Envelope company and Fairbanks, Morse & Co. The Norfolk & Western railroad has taken a step that will win wide approval. Hereafter it will not employ any married women, and any woman employee who marries will automatically lose her job.

GEN. SMEDLEY BUTLER was not the only eminent American soldier to retire from active service at the end of September. Maj. Gen. William Lister also went on the retired list, after more than forty years of military service. His last post being commander of Hawaii. He had served his country in so many foreign lands that he was known as the army's premier globe-trotter.

Born in Petersburg, Va., 64 years ago, Lister, when eight years old, was appointed to the United States Military Academy, where he graduated four years later. He first faced fire during the Spanish-American war.

An unusual amount of Lister's service has been abroad. He has served three times in the Philippines. He was inspector-general of the Cuban pacification in 1908 and 1909. In 1910 he visited China, Japan and Korea on leave. During the World War Lister served in France. From 1920 to 1926 he commanded the Panama canal department. At the end of his duty there he was ordered to South America as president of the subsidiary commission on Texas-Arica. In the

same year he visited Europe and shortly afterward was assigned to the Hawaiian department.

CERTAIN politicians who have been trying, usually for their own selfish ends, to create a boom for the nomination of Calvin Coolidge next year by the shape of an article by the former President published by the Saturday Evening Post. In this he quite definitely denied any idea of seeking the nomination or of accepting it if offered, and urged that all good Republicans support Mr. Hoover's candidacy for a re-nomination.

GOVERNOR GENERAL DAVIS of the Philippines has decided not to resign, as he had intended, but to take a leave of absence instead. This was urged on him by Senator Owens and other leaders of the Philippine nationalism. Mr. Davis has long desired to visit his wife and family in Manila. Mrs. Davis is ill and cannot live in the Philippines. For the present there will be no more talk of giving his post to Col. Theodore Roosevelt, now governor of Porto Rico.

MEXICO'S new ambassador to Washington, Dr. Jose Manuel Gulg Casaurang, has received the approval of the American government as persona grata and probably already on his way to his post at the National Capital, where he succeeds Senator Telles. Dr. Gulg Casaurang is considered one of his country's ablest statesmen, and he has served at home as secretary of education and secretary of industry, commerce and labor. He is not likely to find in Washington any problems at present that will give him trouble for our relations with Mexico just now are entirely satisfactory.

STOCK exchanges of the country, especially that of New York, were warned by Senator James E. Watson of Indiana, majority leader of the senate, that the upper house is likely to adopt a resolution for an investigation of short selling and bear raids.

"Many senators," continued Senator Watson, "are of the belief that brokerage houses should not be permitted to lend the securities of their customers unless either expressly ordered to do so by them or their consent is obtained for that purpose. They are of the opinion that an order of that kind by the stock exchange itself would be tantamount to a time limit on falling in that some legislation might be enacted that would compel the adoption of such a course."

"They further believe that all short transactions should be thrown open to the public; that the light of day should be permitted to shine in upon all their deals; that the names of the individuals and the brokerage houses should be made public; that the stocks dealt in should be made known, and that all the details of each transaction should be subject to public scrutiny."

LONDON heard that the former sultan and caliph of Turkey had agreed to resume the duties of the caliphate with certain temporal powers at Jerusalem. The plan, which was conceived by the pacifist leader, it was thought, might wreck the Arab-Jewish quarrel in Palestine.

ELECTION of Robert D. Johnson, Democrat, to represent in congress the Seventh Missouri district, succeeding the late Sam Major, gives the Democrats 213 seats in the house, the same number now held by the Republicans. There is one Farmer-Labor member.

If the lower part of the kitchen wall, which receives the hardest wear and gets soiled soonest, is marked off four or five feet above the floor by a wooden strip and painted or stained a different tone from the rest of the wall, that part can be cleaned or refinished without making the upper wall look shabby.

Subscribe for the Avalanche

**BAYER ASPIRIN**  
is always SAFE

*Demand this package*



Beware of Imitations

GENUINE Bayer Aspirin, the kind that doctors prescribe and millions of users have proven safe for over thirty years, can easily be identified by the name Bayer and the word genuine as above.

Genuine Bayer Aspirin is safe and sure; it is always the same. It has the unqualified endorsement of physicians and druggists everywhere. It does not depress the heart, and no harmful effects follow its use.

About three-fifths of the income from poultry products on the average farm comes from eggs and two-fifths from poultry meat.



**Father Sage Says:**

The best way to eliminate those annoying noises in the rear end of the car is to leave the back seat driver at home.

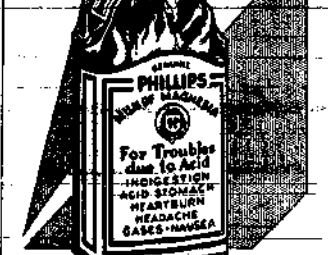
## Fat Girls! Here's A Tip For You

All over the world Kruschen Salts are being used by men and women who strive for an attractive, free from fat figure that cannot fail to win admiration.

Here's the recipe that banishes fat and brings into blossom all the natural attractiveness that every woman possesses. Every morning take one half teaspoon of Kruschen Salts in a glass of hot water before breakfast.

Be sure and do this every morning for "It's the little daily dose that takes off the fat" and brings "that Kruschen feeling" of energetic health and activity that is reflected in bright eyes, clear skin, cheerful vivacity and charming figure.

Get an 85 bottle of Kruschen Salts at Mac & Gidley's or any drug store (lasts 4 weeks)—you must be satisfied with results or money back.



## Too Much ACID

MANY people, two hours after eating, suffer indigestion as they eat. It is usually excess acid. Correct it with an alkali. The best way, the quickest, the most efficient way, is Phillips' Milk of Magnesia. It has remained for 50 years the standard with physicians. One spoonful in water neutralizes many times its volume in stomach acids, and at once the symptoms disappear in five minutes.

You will never use crude methods when you know this better method. And you will never suffer from excess acid when you prove out this easy relief. Get genuine Phillips' Milk of Magnesia, the kind that physicians have prescribed for over 50 years in correcting excess acids. 25c and 50c a bottle—any drug store.

"Milk of Magnesia" has been the U. S. Registered Trade Mark of the Charles H. Phillips Chemical Company and its predecessor Charles H. Phillips since 1875.

STATE OF MICHIGAN  
ORDER OF THE CONSERVATION COMMISSION—DUCKS, GESE, BRANT, AND GOOTS.

The Director of Conservation, in compliance with Federal regulations relative to ducks, geese, brant, and geese, recommends a reduction in the open season.

THEREFORE, the Conservation Commission by authority of Act 230, P. A. 1926, hereby orders that the open season on ducks, geese, brant, and geese as provided by Section 11, Act 286, P. A. 1929, as amended, shall be abridged to permit the hunting of such migratory waterfowl during the season of 1931 only from October 1 to October 31st, inclusive.

Signed, sealed, and ordered published this 11th day of September, 1931.

GEORGE R. HOGARTH,  
Director, Department of Conservation.

Conservation Commission by:  
Wm. H. Loutit, Chairman.  
Ray E. Cotton, Secretary. 10-1-3

**MORTGAGE SALE**  
Default having been made in the conditions of a certain mortgage made by Harlan P. Smith to William Corning, dated the 1st day of June, A. D. 1887, and recorded in the office of the Register of Deeds for the county of Crawford and State of Michigan, on the 8th day of July, A. D. 1887 in Liber D of mortgages, on page 51 on which mortgage there is claimed to be due at the date of this notice, for principal and interest, the sum of eight hundred twenty dollars, and no suit or proceedings at law having been instituted to recover the moneys secured by said mortgage, or any part thereof.

Notice is hereby given, that by virtue of the power of sale contained in said mortgage, and the statute in such case made and provided, on Saturday the 8th day of December, A. D. 1931, at 1 o'clock in the afternoon, the undersigned will, at the front door of the court house in the Village of Grayling, that being the place where the Circuit Court for the county of Crawford is held, sell at public auction, to the highest bidder, the premises described in said mortgage, or so much thereof as may be necessary to pay the amount so as aforesaid due on said mortgage, with 7 per cent interest, and all legal costs, together with attorney's fee, to wit: the southwest quarter of section eighteen, town twenty-five north, range three west, Beaver Creek Township, Crawford county, Michigan.

Dated September 8th, 1931.  
Earl F. Case, administrator with the will attached of the estate of William Corning.  
Merle F. Nellist,  
Attorney for the administrator of said estate. 9-10-13

**MORTGAGE SALE**  
Default having been made in the conditions of a certain mortgage made by Harlan P. Smith to William Corning, dated the 1st day of June, A. D. 1887, and recorded in the office of the Register of Deeds for the county of Crawford, and State of Michigan, on the 8th day of July, A. D. 1887 in Liber D of mortgages, on page 51, on which mortgage there is claimed to be due at the date of this notice, for principal and interest, the sum of four hundred dollars, and no suit or proceedings at law having been instituted to recover the moneys secured by said mortgage, or any part thereof.

Notice is hereby given, that by virtue of the power of sale contained in said mortgage, and the statute in such case made and provided, on Saturday, the 15th day of December, A. D. 1931, at 10 o'clock in the forenoon, the undersigned will, at the front door of the court house in the Village of Grayling, that being the place where the Circuit Court for the county of Crawford is held, sell at public auction, to the highest bidder, the premises described in said mortgage, or so much thereof as may be necessary to pay the amount so as aforesaid due on said mortgage, with 7 per cent interest, and all legal costs, together with attorney's fee, to wit: The northeast quarter of the southwest quarter of section thirty, town twenty-five north, range three west, Beaver Creek Township, Crawford county, Michigan.

Dated, September 23, 1931.  
Earl F. Case, administrator with the will attached of the estate of William Corning.  
Merle F. Nellist,  
Attorney for the administrator of said estate. 9-24-13

**NOTICE TO WHOM IT MAY CONCERN**  
Please to Take Notice that on Monday, the 19th day of October, 1931, at 10 o'clock in the forenoon, at the office of the Judge of Probate at the Court House in the Village of Grayling, County of Crawford, State of Michigan, I will make application of the honorable Judge of Probate in and for said county, to change my name from David L. Knecht to David L. Kniff.

Signed, David L. Knecht.  
Grayling, Michigan. September 21st, 1931. 9-24-4

**PATENTS AND TRADE-MARKS C.A. SNOW & CO.**  
Successful Practice since 1875. Over 25,000 patents obtained for inventors in every section of country. Write for booklet telling how to obtain a patent, with list of clients in your State.

710 8th St., Washington, D. C.

## DIRECTORY BUSINESS AND PROFESSIONAL

### PROBATE COURT

Crawford County, Mich.  
Sessions:—First and Third Monday of every month.  
Hours:—9:00 to 11:00 a. m., and 1:30 to 5:00 p. m.  
Any information and first Proceeding in connection with this Court will be had at my office at Sorenson Bros.

GEORGE SURENSEN  
Judge of Probate

### MARIUS L. INSLEY

Prosecuting Attorney Crawford County  
Office hours—9 to 11:30 a. m. and 1 to 4:30 p. m. Other times by appointment.  
Office in Court House.

Dr. C. R. Keyport Dr. C. G. Clippert

**DR. C. R. KEYPORT & CLIPPERT**  
PHYSICIANS and SURGEONS  
Office Hours—2-4 7-8 p. m. Sundays by appointment.

### DR. C. J. CREEN

Dentist  
Office—Hanson Hardware Bldg.  
Hours: 8:30 to 12-1 to 5 p. m.  
Evening by appointment.  
Closed Saturday afternoons.

### MAC & GIDLEY

Registered Pharmacists  
Phones 18 and 341 Grayling

### WM. H. MOSHIER

LICENSED MASTER Plumber  
Grayling, Mich.

Phone 47. License No. 119

### ALBERT J. REHKOPF

Plumbing  
Steam and Hot Water Heating  
Repair Work given prompt attention  
AT HANSON'S HARDWARE  
Phone 21

### Free Methodist Church

(South Side)  
Sunday services:  
Sabbath School—10:00 a. m.  
Praying Service—11:00 a. m.  
Evangelistic Services 7:30 p. m.  
Everybody invited.  
REV. IRA GRABILL.

### G. F. DeLaMater Co.

SURVEYORS  
Maps, Plans and Plans for Lake and Stream Development  
HIGHWAY SURVEYS  
G. F. DeLaMater  
Frank N. Smith, Grayling, Mich.

## Inside Information

Farmers' Bulletin 1449-F, Selection of Cotton Fabrics, will be found useful when the supply of linens is replenished this fall.

To prepare horseradish, grate up good sound roots and pack at once into bottles. Cover with a small quantity of spirit or distilled vinegar and seal tightly. Make in small quantities, only enough to use up promptly.

When you buy a shoulder of lamb, have the butcher remove the shoulder blade—stun the cavity with any good bread crumb stuffing, or with one made from a mixture of bread crumbs, chopped spinach and onion, seasoned with salt and pepper.

Try baking sweetpotatoes and apples together. First boil the sweetpotatoes in their skins. Peel and slice. Arrange in a baking dish with alternate layers of sliced apple. Sprinkle each layer with brown sugar and dots of butter. Put about half a cup of water in the bottom of the baking dish. Finish the dish with a layer of sweetpotatoes, over which brown sugar and buttered crumbs should be spread. Bake until the apples are done and the top is brown.

Stains from chocolate and cocoa are composed of fat, resinous coloring matter fibrous material, starch, sugar, and sometimes milk solids. None of these stains are set by hot water, so if the material is washable, soap and hot water are the only treatment necessary. Wood alcohol made alkaline with ammonia is also effective. If the fabric is not washable, grease solvents, such as carbon tetrachloride, benzene, and others will dissolve the fatty part of the stain, and the remainder can be removed by hydrogen peroxide.

## POTPOURRI

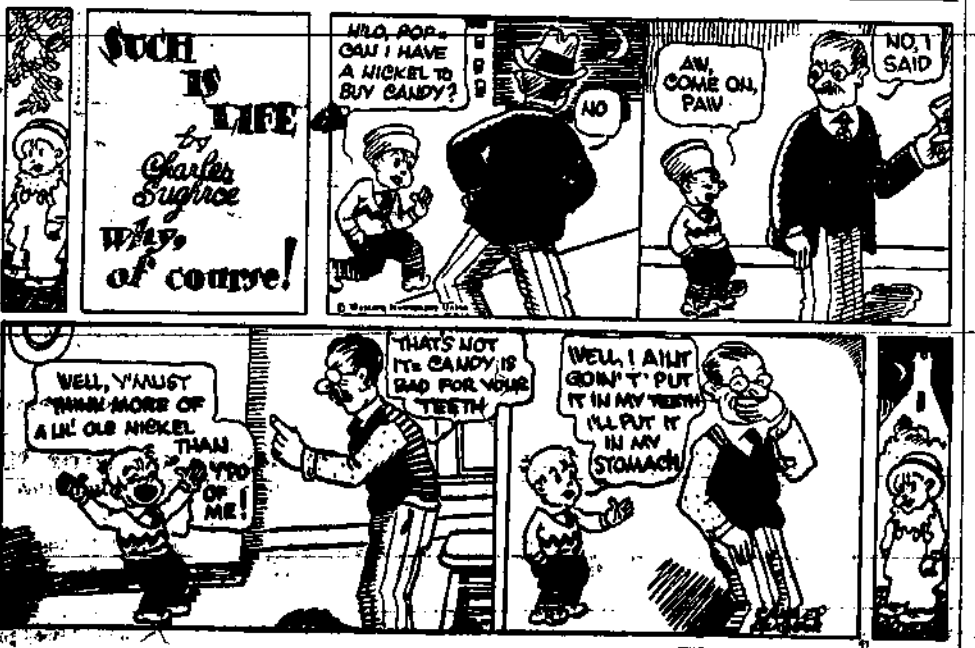
### Language Study

The scientific study of language, with a view to tracing its historical development and the possible history of the people among whom it developed, is called "philology." This science is concerned with laws governing all human speech of all times. The term is a compound of two Greek words meaning "love" and "word." It is a fascinating study.  
(© 1931 Western Newspaper Union.)

## GABBY GERTIE



"A girl who works for a dry cleaner can't be particular—she's got to accept any man's suit."



MICHIGAN has been blessed by Nature with beautiful lakes, streams and forests. Help spread their fame by mailing this supplement to a friend in another state.

# The Crawford Avalanche PICTORIAL SUPPLEMENT

GRAYLING, MICHIGAN, OCTOBER, 1931

MICHIGAN'S state seal carries the motto, "If you wish for a pleasant peninsula, look around you." It is a good slogan for every Michigander—Know Your Own State.

## TOURIST BUSINESS REMAINS STABLE

### Results Show Story Value

Tale of Druggist's Restoration to Health Brings Many Direct Replies.

Earl S. Standish, West Branch druggist, visited the Log Cabin one day and reported an occurrence that demonstrates strikingly the practical value of publicity.

One Sunday a story appeared in the Detroit News relating how Standish regained his health in the pine-land of Ogemaw's State Forest after he had doctored for months without result.

On the days following the appearance of the story, several inquiries from Detroit and other cities came to Standish asking him more about his experience and the region where he was cured.

A Detroit man journeyed to West Branch to see the druggist and, after a talk in which they discovered their ailments were much the same, the Detroit doctor decided to stop for a while on the outskirts of the town and try the climate. A few weeks showed a marked improvement in his condition.

That man is now in Detroit, straightening up his business affairs, preparatory to going up to West Branch to spend the winter.

### STANDISH CAMP



Camping beneath the trees in Standish Free Camp grounds, given to the City of Standish by J. A. Chamberlain.

### Tourist Hub Active Force

Quiet Log Cabin Atmosphere Bespeaks Work Being Done For East Michigan.

### Candid Comment

D. EUGENE MATHESON—Publisher of Roscommon Herald-News.

The Houghton-Higgins lake section was crowded this year with cottagers and campers and the general tourist traffic seemed as large as ever.

C. W. HUNGERFORD—Advertising and News Manager of Michigan Bell Telephone Co.

The help and favorable publicity extended us by your organization has been a valuable factor in carrying out our "Vacation in Michigan" program.

PAUL McDONALD—Publisher of Ogemaw County Herald-Times.

The time is past when the tourist business is looked on lightly here, for it is bringing almost 50 per cent of our revenue.

HARRY MYERS—Editor of Leapey County Press.

Indications lead to the belief that gasoline consumption was as good in this section as last year.

EARL S. STANDISH—West Branch Druggist.

There have been more tourists in my store this year than ever before.

FRANK "PETE" STOVER—Bay City Hardware Company.

Tourists and resorters are the answer to the steady increase in the summer months.

FRANK E. JOHNSON—Manager of Rustic Tavern.

Considering the times, this has been a remarkably tourist year for East Michigan.

A Popular Ad That Brought Many Inquiries from Metropolitan Centers

Come away—  
for a visit  
Vacation in  
Michigan  
beautiful drives  
sparkling streams  
lakes, forests  
summer resorts  
free camp sites  
write  
For Free Literature of this  
Wonder Summer Land  
East Michigan Tourist Ass'n  
DEAR SIR:  
4 Stamps—Michigan Booklet

### Ad Program Helps All

State Executive Points Out Value of Advertising Our Natural Resources.

By GOV. WILBER M. BRUCKER.

It has been said that a perfect business deal is one in which the buyer and seller benefit equally. Advertising is the medium of information which brings together these two parties.

In Michigan we have many things that we believe people want, assets which we believe they should use and enjoy. Geographically and topographically we are so located as to possess unexcelled opportunities for out-door recreation. In our natural resources we are unusually fortunate.

Michigan has developed these resources. Highways and conservation have been brought into the picture to make these things accessible on the one hand, and to insure perpetuity on the other.

Michigan is distinct, is different from the possession of these assets. This is our good fortune, and we should share it.

In consequence we advertise, individually and as a people. That is, we invite, and we stand back of our invitation. It is not only good business to advertise, it is an expression of good will, a desire to know the peoples of other states and even of other nations. It is a desire to make contacts and in the process to buy and sell to the mutual advantage of all.

As long as we move toward this end, public and private efforts to advertise Michigan will be successful.

### POSTMAN STAGGERS UNDER MAIL LOAD

MORE THAN FOUR-TONS OF MAIL—Guide Books, Blue Books, blotters, postcards, etc.—were sent from the Log Cabin during the first half year. The cost for postage amounted to more than \$1200. Letters received asking literature and information contained stamps worth many dollars. This sum is not included in the \$1200 bill.

The total amount appropriated by five different counties was sufficient to pay the cost of postage. Business developed through the literature and information mailed to prospective tourists ran into millions of dollars.

### ROADSIDE BEAUTY



View of the new stretch of pavement on Highway U. S. 24 near the heart of "Michigan's Historic State Region."

### County Sums Set Fairly

Tourist Development Bodies Fix Board Appropriations By Standard.

WHEN the East Michigan Tourist Association of the Northeastern Michigan Development Bureau requests a county board of supervisors to appropriate a certain sum of money as an investment in a cooperative fund to advertise this section of the state, the appropriation asked for represents a fair share of the total amount taken as a goal.

In designating a sum for county appropriation, three factors are taken into consideration.

The factors are the valuation of the county, the benefit that county can expect to derive from the organization's work and the amount invested by individual county members.

With this information at hand, the associations are equipped to appropriate to each county a fair amount.

The appropriations to be asked of the county boards of supervisors this year were determined in precisely this manner.

The associations, by virtue of their representation of an entire section, are not moved to favor certain localities. As in every other phase of activity the only aim is to strive for the common good of all East Michigan.

### OGEMAW SPRING



Flowing wells and beautiful girls are just two of East Michigan's many assets.

### Resort Body Gives Report

Varied Organization Activities Prove More Effective Than Ever Before.

"IN a period of depression there has been one depression-proof industry," asserted Governor Brucker in a speech delivered May 6, 1931.

The summer tourist season of 1931 has come and gone. There is still one depression-proof industry in Michigan.

Factual evidence is available. The census for August 1931 showed a definite increase over the tax for the same month last year. The number of cars registered at the state offices is practically the same for the summer season—1930 and 1931—and registration at state parks increased by more than a million during the summer months.

Reports from many hotels, clubs, cottages and other resort properties substantiate the report of these figures. Certain hotels and cottages reported revenue increases of 10 per cent. Others reported slight decreases.

### State Man Counts Cars

Road Commissioner Sees Heavy Tourist Traffic from Other States.

W. J. ANTCLIFF, member of the Jackson County Road Commission recently made a tour of the lower peninsula of the state, visiting 163 miles.

"Mr. Antcliff's comments on the excellence of Michigan's highways, but what impressed him most was the volume of traffic of cars from other states," he made observation of this traffic and during his trip counted 31 cars from other states.

Other reports indicate increased traffic of out state cars. On the east side of the state, Ohio cars are dominant and these traverse Michigan roads by the hundreds during summer months. Indiana cars are second in number.

It has been observed that there is an apparent increase in cars from distant states, notably from Pennsylvania, New York, New Jersey, Maine and Massachusetts with a considerable representation from Florida, Louisiana, Texas, Mississippi, Kansas, Minnesota and Alabama.

A short time ago in Lansing a car was seen with a Texas, Japan and a New York license plate.

### TOURIST DOLLAR

Both facts and reports make it plain that the tourist dollar is the most potent of any other dollar in the state.

The dollar of the tourist is more potent than the dollar of any other dollar in the state. It is more potent than the dollar of any other dollar in the state. It is more potent than the dollar of any other dollar in the state.

### Agency Offers Valuable Help

THE Joe Dermody Advertising Agency at the Log Cabin is the organization which places the advertising of the East Michigan Tourist Association and the Northeastern Michigan Development Bureau. Because of its general recognition as an official advertising agency, it is given a discount of 15 per cent on all advertising it places.

Several private businesses during this and other years have placed their advertising through this body aware of the fact that the 15 per cent discount obtained by the agency is turned into the general fund for advertising East Michigan.

Manufacturers, merchants, business men and others who make use of advertisements would be doing themselves a double service by placing their advertising through the Dermody Agency. First, their advertising would be completely handled by an association intimately interested in their welfare, and secondly, 15 per cent of their total advertising fund would go toward the aiding of the territory on which they depend for at least a good portion of their trade.

### Definite Method Employed in Directing Vacation Advertising

ASSOCIATION advertising is handled in a definite manner. Every known method for bringing results is employed.

Each advertisement is considered separately. The people who will see it are considered. Their circumstances are also considered.

Then the advertisement is made up in a form that will focus their attention on East Michigan, arouse their interest and induce them to come to Michigan. Coupons attached to advertisements are often used to make it easy for the prospective tourist to make inquiries for information.

The inquiries received from ads are of two classes. Those seeking general information, those seeking definite data.

Those seeking general information are sent literature and general material that will arouse in them an actual desire to come.

Specific inquiries are answered by personal letter. The information desired is given with every source of information at hand used in the giving.

All letters pursue a kindly, helpful, tenor and offer every feasible help to aid in the prospect's further plans.

After this has been done, the inquiries and their requests are listed and the lists are sent to members of the organization.

The members are at liberty to answer those inquiries, to write them offering specific information and to help them when necessary.

The system has grown from knowledge gained from experience. It gets results, but anyone having a plan whereby association advertising will have greater effectiveness is urged to present his ideas to the organization.

### Just a Simple Autobiography

My owner, and gave me to a man in a motor car, standing beside a gas pump.

The gas pump man put me in a tank.

The tank man took me to a garage, where I was stored for a week.

The garage man took me to a car wash, where I was washed and polished.

The car wash man took me to a car lot, where I was sold to a new owner.

The car lot man took me to a car wash, where I was washed and polished.

The car wash man took me to a car lot, where I was sold to a new owner.

### PERICULITY SPREAD

This 25 per cent increase resulted from advertising campaign, which was the first of its kind in Michigan.

The publicity program worked out during the year has given a wide dissemination of East Michigan's attractions.

Stories of the region's general attractions, feature spots and areas, concerning the tourist business, published in newspapers and magazines, together with the pictures accompanying them, have had a circulation of more than 2,500,000 copies.

This is an increase over the 1930 total of more than 2,000,000 copies.

A brief summary of the tourist business in East Michigan must necessarily pass over many phases and details of activity. The important point is that the tourist and resort business has proved itself East Michigan's most stable asset.

### Tourist Crop Causes Talk

The following excerpt from a story in The Detroit Free Press is enough to make the people of East Michigan sit up and take notice.

ONLY recently, W. C. Crook, an extension agent of the Michigan State college, said that the tourist business is worth annually about \$200,000,000 to the state of Michigan. He says further, "We find that the fruit is worth \$200,000,000 annually, the potato crop more than \$25,000,000, the dairy industry \$80,000,000, and the poultry industry \$60,000,000. The total of these four is practically equal to the total money spent each year in this state on tourists."

Down in the good old state of Indiana they figure that the tourist season means something like \$48,000,000 to them. They have awakened to the fact that there is money in tourists who are treated right. They are pepping up their conservation department to do more advertising and to distribute more practical information as to their lakes.

The trouble with us is that we have had so many resources for the vacationist that we were a long time in realizing what we really have. There may be some truth in the statement that our sister realized it before we did.

There are in the neighborhood of 400 lakes in Oakland County. We used to think that was a record for any county to shoot at. "Nothing to it?" Why these are counted up in the Au Sable river district that have so many lakes they have never been counted. Out of Hale, for instance, you can reach 150 lakes in a half hour's drive. Why, Michigan has lakes, that none but Indiana and lumberjacks building rafts for the purpose, have ever fished. There are lakes in Michigan on which there never has been placed a boat built by a white man.

### Apple County "Sitting Pretty"

Cheboygan County, one of the best recreational counties of the state, is sitting pretty with its splendid development of apple orchards.

The fruit of the big Red Apple, with its delicious, growing, of certified seeds and its general farming as well as its summer resort business now bids fair to become a remarkable producer of raspberries. An initial industry as yet this past season has produced more than a car load per day of the finest berries grown. And the berry acreage is to be increased next year.

The whole county seems to be sitting pretty, on top as it were, of the lower peninsula geographically and materially. It is to back with the old saw mills for to all of the diverse Cheboygan can add its great commercial fishing as time comes. Tottory clay, good rock, water washed, clean water flowing wells, surpassing the finest city water works, and best of all men and women that see right, do right and are right. "Depression" Not in Cheboygan County.

The combined annual meeting of the East Michigan Tourist Association and the Northeastern Michigan Development Bureau will be held October 27 in Bay City.

### Tourist News Worth Money

Thus far in 1931, E. M. T. A. has placed in newspapers and magazines more than \$12,000 worth of publicity calculated at national advertising rates.

Longest advertisers believe that news stories are from two to four times as valuable as advertising. Taking a low value, using the news value as two and one-half times the advertising value, the publicity obtained is worth at least \$30,000.

These figures were arrived at by placing only one fourth for general Michigan publicity wherein the association played a leading part. This valuation does not include news that was obviously the result of ads being placed in the media giving the publicity.

This valuation does not include the many stories in weekly newspapers throughout East Michigan.

### One of the Ads Used in Advertising Program Which Brought More Inquiries for Less Money

MICHIGAN  
Sunshine  
and  
Fresh Air  
that's  
Health Insurance  
For Your Kiddies

Get a Summer Home for them  
in East Michigan

Vacation in Michigan

Lakes Streams Forests Summer Resorts Modern Hotels

FREE LITERATURE  
Michigan Booklet  
East Michigan Tourist Ass'n

Notion Store Grayling

states that he had never read more wonderful tributes than were paid Mr. Robertson by the newspapers of South Bend and near-by cities.

home of Mrs. Emory Craft. Halloween goods at half price at Sorenson Bros. Furniture Store, A.V.



# WEATHER

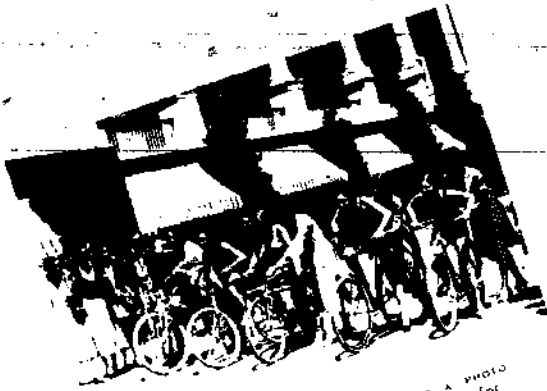
Water washed air  
Makes the day refreshing  
And the night cool  
For restful sleep.

# The Crawford Avalanche PICTORIAL SUPPLEMENT

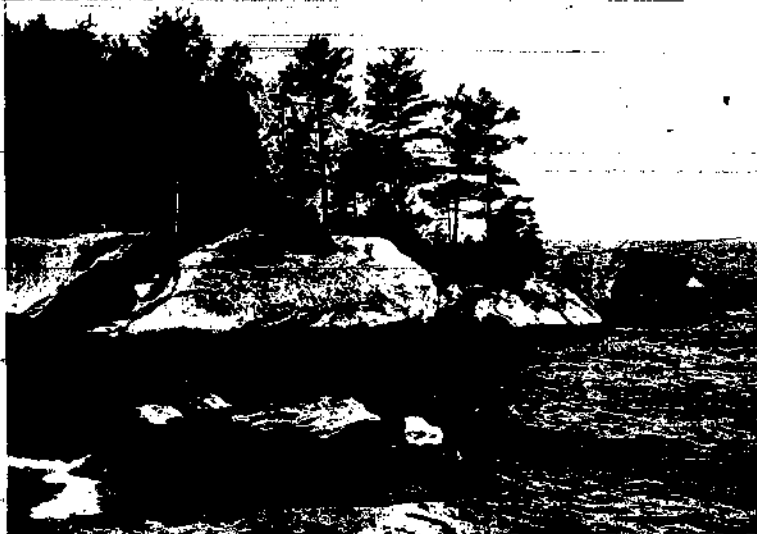
GRAYLING, MICHIGAN, OCTOBER, 1931

THE contemplation of the eternal flow of streams, the fine stretch of mountains and forest, is a fine reducing agent for the egotism which we get out of our narrow occupations in lives of strenuous culture.  
—Herbert Hoover.

## The Fame of East Michigan's Allure Spread Through Pictures



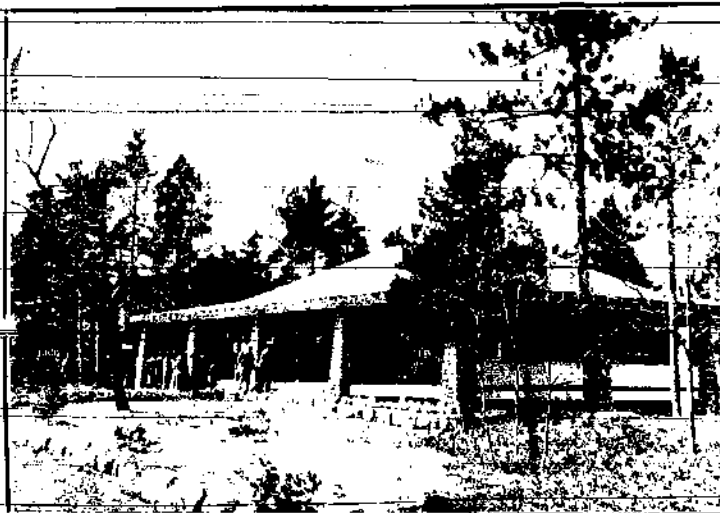
Girls of Tri Sigma sorority forsake four wheels for two at their annual convention at Mackinac Island. —Used in The Columbus Dispatch



Shimmering waters washing broken rocks that glisten in the sun—scene at Tip O' Thumb in Huron County. The above photograph has proved to be one of the most popular ever taken by E. M. T. A. It has appeared in The Saturday Evening Post, scores of other magazines and in many newspapers.



Camping in the shade at Orsego Lake—Scene at state park. Thousands of people have flocked to this spot lured by photographs appearing in newspapers and magazines.



The attractive pavilion at P. H. Hoeft State Park, Presque Isle County. The simplicity of this scene has caused it to be placed in numerous magazines and newspapers.

### Pictorial Appeal Reaches Millions

"A picture is worth ten thousand words," so goes the ancient Chinese proverb.

During the last year, the East Michigan Tourist Association took more than 200 pictures. These consisted of views of various sections in its territory and included practically every angle of Michigan's pictorial appeal.

Many of these fresh scenes together with scores of older ones of proved value have appeared in newspapers, magazines and displays in every state in the Union.

Photographs in newspapers have gone into the hands of a reading public of more than 19 million. Photographs in magazines have appealed to a reading public of more than four million. Photographs in window and booth displays and in offices were seen by millions more. Photographs in street cars and buses were viewed by at least three million readers.

In brief, pictures vividly portraying the varied appeal of East Michigan were placed before the eyes of a reading public of more than 27 MILLION PEOPLE. Remarkable and true.



When a tree bows down to kiss the water—View of Thunder Bay River in Alpena County. —Used in Field and Stream



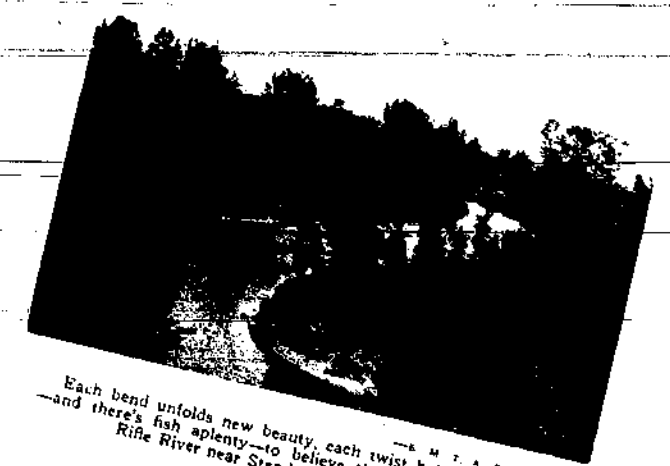
The successful business woman—Eva May Gonyea, a miss of nine, manages this unique roadside stand on road between Lincoln and Spruce. Human interest accounts for this photograph's appeal. —Used in The Detroit Free Press.



News from home. View of Cedar River in Gladwin State Park. —Used in The Detroit Free Press.



Meditation. Bathing beauties always find a place in print.



Each bend unfolds new beauty, each twist holds a new thrill—and there's fish aplenty—to believe the fishermen. View of Rifle River near Standish, in Arenac County.



Nestling in the woods beside a stream. Photograph of cabin built by business men as a haven of rest. —Used in The Detroit News.



In action on the Au Sable. This scene has appeared in newspapers and magazines throughout the United States. —Used in The Standish Record.



The comforts of home and the zest of the outdoors—Meal time at a state park. —Used in The Detroit Times.

## A Big Chance for Hunters

SHOT GUNS	\$8.00
CLEANING RODS	.50
GUN OIL	.15
SHELL VESTS	1.50
HUNTING COATS	5.19
HUNTING KNIVES	1.00
GUN CASES	.89
SHELL BOXES	1.79
ANTI RUST	.29
HUNTING AXES	.99
HUNTING CAPS	.99

AT

HANSON HARDWARE

PHONE 21

## News Briefs

THURSDAY, OCTOBER 15, 1931

Miss Margaret Nelson is assisting in the County Clerk's office.

Miss Aileen Purvis is spending the week in Detroit visiting relatives.

Women's solid leather high tops for \$1.75 at Olson's.

Mr. and Mrs. Harry Reynolds and son Dick drove to Twinning for the week end.

Dr. Frank Bearsch entertained Miss Regina McGinn of Milwaukee, Wis. over the week end.

Ereel Canvas gloves. One pair free with each purchase of 2 pairs, at Olson's Shoe Store.

The Burrows meat market in keeping up with the times have installed a new Pike machine, to pike stunks with.

Miss Ethel Taylor was home from Ferris Institute, Big Rapids over the week end visiting her father, Floyd Taylor.

Children's solid leather shoes, sizes 8 to 2 for \$1.45, at Olson's.

Mrs. Eva Reagan and Miss Elaine spent the week end in Bay City.

Buy your Halloween goods at half price at Sorenson Bros.

Mrs. Emil Giedling and Mrs. R. R. Burns spent Monday in Potosky.

The Frank LaVack family have moved from the Adelbert Wheeler house on Lake street into the Max Landsberg house on Spruce street.

Mr. and Mrs. John Deckrow and children spent the week end in Bay City visiting Mrs. Deckrow's parents, Mr. and Mrs. John Hanover.

Dr. and Mrs. Gordon B. Moffat have been enjoying a visit from the former's parents, Mr. and Mrs. J. K. Moffat, and Miss Helen Moffat, of Toronto, Canada.

Mr. and Mrs. William Sawyer and little daughter Audrey of Pontiac are visiting at the home of Mrs. Sawyer's parents, Mr. and Mrs. John B. Slingerland, Mr. Slingerland has been quite sick.

Mrs. William Waldbauer, sister-in-law of Mrs. John Isenbauer, who was called home previous to the death of Mr. Isenbauer, and remained over the funeral, returned to her home in Bay City Tuesday.

Buy your Halloween goods at half price at Sorenson Bros.

Earl Whipple is ill at his home.

Another Novelty dance at the Hay Loft next Saturday night.

Fred Welsh was in Saginaw on business the first of the week.

Women's one strap house slippers for \$2.00 at Olson's.

W. H. Wallace of Roscommon is at Mercy Hospital for medical treatment.

Mrs. John Deckrow had the misfortune to dislocate her elbow Tuesday.

Mrs. B. A. Cooley visited her daughter Mrs. D. E. Winer in Vanderbilt Sunday.

Mrs. Emil Neiderer entertained the ladies of the Danish Sisterhood Tuesday afternoon.

Mrs. Peter Lovely, son Richard and daughter Miss Veronica were in Bay City Saturday on business.

Sale. Canvas gloves as low as 3 pair for 20 cents at Olson's Shoe Store.

The Crawford County Grange enjoyed a chicken dinner at the farm home of Hugo Schrieber Jr., last Sunday.

Dick Richardson, who at one time made his home in Grayling, visited A. J. Joseph one day the last of the week enroute from Bay City to Grand Rapids.

Mr. and Mrs. George Miller, Mr. and Mrs. Oliver Cody and family spent the week end in New Baltimore visiting the former's son George who is employed in that city.

Bonnie Jean Wakeley, 10 year old daughter of Mr. and Mrs. Barton Wakeley is recovering nicely from a broken arm which she received about six weeks ago.

Miss Agnes Brozak, telephone operator for the Michigan Bell Telephone Co. and located at Indian River, spent Friday here visiting Mrs. Ruth Mack. Miss Brozak formerly worked at the local exchange.

Mrs. Esbern Hanson drove to Flint Tuesday and spent the day with her son Esbern Jr., who is attending the Flint Junior college this year. She was accompanied by Mrs. Geo. Alexander and returned Wednesday.

Miss Edna Muth is enjoying a week's vacation from her duties as clerk at the Hanson restaurant. She left Sunday for Skingiey to spend the time. Miss Elizabeth Swanson is taking her place at the restaurant.

Starting next spring, there will be general re-registration of voters all over the state. Following that, it will not be necessary for voters to register again unless they move or unless they fail to vote for two years.

Mr. and Mrs. Thomas Cassidy, son Joseph and daughter Miss Margaret returned Sunday from Minneapolis, Minn., where they had spent several days visiting a brother of Mr. Cassidy, J. E. Cassidy, who resides there.

Tracy Nelson was called to Mancelona last Thursday morning by the serious illness of his oldest sister, who passed away the following day from an attack of erysipelas. Mrs. Nelson joined him Saturday to be in attendance at the funeral.

Mr. and Mrs. John Dye are returning to their home in Miami, Florida, after spending the summer here as they have done the past couple of years. It is expected that they will return to Grayling again next year. Mr. Dye continuing his position as Ford salesman for Burke Sales and Service. They left Monday for Kalaska to visit Mrs. Dye's father for a couple of weeks, after which they will be on their way.

The Michigan Public Service Company holds the 54th of a series of six Educational programs in Grayling Thursday, October 22nd. This is the first Company program that has been held in Grayling. It brings together many employees from all over the Northern Division, as well as several guests, friends, and relatives of employees. This meeting will be held at the Danahod Hall and starts promptly at 8 o'clock. Presentations will be rendered by Company employees.

Robert Pointer of West Branch was in Grayling Tuesday morning. He stated that he had offered his fine home property for use as a TB hospital for children. A meeting is being held there today, of public officials and others to provide ways and means for putting this matter over. It is certainly a very commendable gesture and, as it appears from superficial study, should come into maturity. At the present time there is no hospital in the State for TB children.

Mr. and Mrs. Robert H. Gillett of New Brunswick, N. J. were guests of Mr. and Mrs. Oscar Schumann Saturday and Sunday. For the past year Mr. Gillett has been the eastern representative for the Charles W. Marsh Co., Muskegon, manufacturers of leather packings, gaskets, washers, etc. He has just been assigned a new territory consisting of all states east of Pittsburgh. Of course the many local friends of Mr. and Mrs. Gillett enjoyed having them back again for even a short time. Many called at the Schumann home for a short visit, while they were there.

A letter from Mrs. H. W. Wolf, written from South Bend, brings the news of the death of Mr. George A. Robertson, Sr., one of the outstanding citizens of that city. Mr. Robertson was the father of Mrs. Herbert S. Wolf and had visited Grayling a number of times and is well known to many of the readers of the Avalanche. The South Bend Tribune publishes a resume of the most enviable career of Mr. Robertson, depicting his rise from newboy to an outstanding merchant. Mrs. Wolf states that she had never read more wonderful tributes than were paid Mr. Robertson by the newspapers of South Bend and near-by cities.

William Anderson of Bay City has been visiting his friend Chris Green. He returned home yesterday.

St. Mary's Altar society will meet Tuesday afternoon, October 20, at the home of Mrs. Wilfred Laramie.

Mrs. Dorothy Johnson is ill with pneumonia at Mercy Hospital. However her condition is much improved. Ray and Miss Betty Deffrain had us their week and guests, Misses Peggy Feninty and Elyne Manning of the trait.

Boy's high tops that are real waterproof above and solid leather, \$3.95 to \$6.50, at Olson's.

Emil Giedling of the Kerry &amp; Hanson Flooring Co., left Tuesday for New York and Philadelphia on business.

Mr. and Mrs. Dan Hoesch enjoyed a visit from their son Fred Hoesch and family of Potosky over the week end.

Mrs. E. J. Callahan and son Jack and Miss Lillian LaLone motored to Detroit Monday returning the same day.

Fred Welsh and daughters Betty and Gail, and son Tom are leaving next week for California to remain a month.

Miss Norrine Berry, accompanied by Miss Margaret Fyvie spent the week end at her home in Indian River.

Gerald Poor entertained Miss Inez Anderson of McBain Saturday and Sunday.

Charles Wylie of the class of 1928 left Tuesday for Olivet, Mich., where he hopes to enroll as a student at Olivet College.

Mr. and Mrs. Lipman Landis (Fedora Montour) left Sunday for Los Angeles, Calif., where they plan to make their home.

Miss Lucinda Cullen and Mrs. Elsie LaMotte returned home from Detroit the last of the week having spent a couple of weeks there.

Clayton Sherman of Detroit and relatives here Tuesday, spending here to Mancelona to visit his father, Merrill Sherman and family.

Mrs. T. P. Peterson and Mr. W. H. Hanson entertained the Women's Home Missionary Society at the former's home Wednesday afternoon.

Mr. and Mrs. James Sherman have returned from Flint where they had spent several weeks visiting their daughter, Mrs. Carol Vincent and family.

Dr. and Mrs. J. C. Green and little daughter Anna Mae drove to Bay City, accompanying Mrs. Green's mother, Mrs. Conlin, there. Mrs. Conlin had been a guest at the Green home here.

Mr. and Mrs. Wayne Ewald, the former who was a former Grayling boy, stopped in Grayling last Thursday to call on friends, enroute from Flint to Mackinaw City to visit his father Charles Ewald.

Mrs. A. J. Joseph and children Billie and Mary Jane accompanied by Mrs. Louise Conline and daughter Mary Gretchen drove to London, Ontario, Friday. They spent the week end guests of Mrs. Joseph's aunt, Miss Tull, who resides there.

Mrs. C. R. Kasper returned Tuesday from Lansing where she had been with the Doctor had been for a week owing to her daughter Miss Jane being ill. However they left her much improved. The Doctor stopped at Lansing enroute and is expected home today.

Mrs. Anna Bennett had the misfortune to get her right hand caught in an electric winnow Monday, while assisting in the laundry at the home of her daughter Mrs. James Brown. Mrs. Bennett had her hand dressed at Mercy Hospital, it having been quite badly bruised.

Miss Dorothy Anderson of Flint visited her parents, Mr. and Mrs. John Anderson of Maple Forest. She was accompanied home by Misses Gladys, Margaret and Beulah Board of Flint and while here the party enjoyed a motor trip to Mackinaw City returning by way of Potosky.

Invitations have been received by local relatives and friends for the wedding of Miss Ann Smith, daughter of Mr. and Mrs. Andrew W. Smith of Saginaw to Mr. Frank Dorr of the same place. The wedding will take place on October 23th, Mr. and Mrs. Smith, the bride's parents, the latter who was Augusta Dorr, were former Grayling residents.

Mrs. Walter Hanson and daughter Anna, Mrs. Rasmus Jorgenson and Miss Margaret Warren returned Monday from a few days visit in Detroit. Miss Helga Jorgenson, who accompanied them remained in Detroit to enter a beauty culture school to take a course in that trade. Miss Mary Mahnrke, one of the party stopped in Saginaw to spend this week.

Mrs. R. Hanson has taken a lot of pleasure this season in her apple crop. Her trees have been heavily loaded and the fruit was large and just about perfect. A sample of some apples were sent to the Avalanche Office and certainly they were wonderful. Some of the apples weighed as much as 11 ounces, and were streaked in deep red and seemed almost too good to eat.

The first meeting of "Our Gang" for the season took place at the home of Mrs. Sidney Robarge last Thursday afternoon. There were fourteen members and two guests, Mrs. Wenden and Mrs. Hayes present. The election of officers took place at this meeting and the following officers were elected for the ensuing year: Pres., Mrs. Kenneth Clise; Sec., Mrs. Barton Wakeley; Treas., Mrs. Frank Serwen. The Penny prize was won by Mrs. Wm. Williams. The Committee served a very nice lunch. The next meeting will be held at the home of Mrs. Emory Craft.

Halloween goods at half price at Sorenson Bros. Furniture Store, Adv.

# MEN!

Here's the biggest news you have heard for at least 15 years---

## Fine All Wool Overcoats

Plain blue or fancy dark plaids—latest models

**\$13.95**

This coat is what most stores would get \$18.00 for. Another good Overcoat value at

Plains **\$22.50** Fancies

## Ladies' Coats

New Styles

Better Coats

Lower Prices

## Ladies' Hats

**\$1.95 to \$4.95**

Latest Styles and Shapes

## Men's and Boys' High Tops

If you are looking for values in Men's and Boys' High Tops, we would like you to see these values:

Men's High Tops

**\$3.95 to 8.50**

Boys' High Cuts

**\$2.95 to \$3.50**

Headquarters for

Winter Underwear

MEN'S

LADIES'

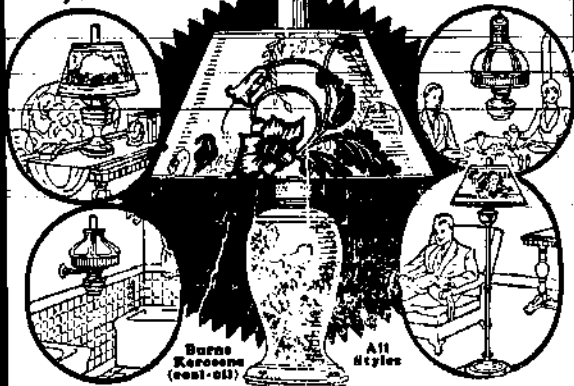
BOYS'

GIRLS'

## Grayling Mercantile Co.

Phone 125—The Quality Store—Grayling

## EXTRA NEW LAMPS FOR OLD!

**\$1.50 to \$2.00 ALLOWED ON ANY OLD LAMP**

HERE'S a rare opportunity for you to equip your entire home with the world's famous Aladdin kerosene (coal oil) Mantle Lamps at a big saving. Bring in any old oil or gasoline lighting device of any make or condition, and you will be given the generous allowance of \$1.50 to \$2.00 for it, depending upon the style of Aladdin you purchase. Bring in as many old lamps as you please as long as you purchase an equal number of Aladdins.

Never before has such a broad, liberal, generous offer been made on the new Instant-Light Aladdin Kerosene (coal oil) Mantle Lamp—the most remarkable of all modern white lights. Certainly now you can well afford all the joys and comforts the Aladdin will bring to every member of your household. The Aladdin line comprises table, hanging, bracket, vase, and floor lamps in a variety of handsome and durable finishes.

**Come in NOW—Our Stock Is Limited**  
Don't wait. Come in at once and inspect this new 1932 Aladdin. See it demonstrated. Remember this offer is limited both as to time and quantity. Our stock will not last long under so generous an offer. The offer positively will not be extended, so hurry your old lamps in while the opportunity is with you.

**Only for a Limited Time**  
Oct. 15 to Nov. 14 inclusive

These New INSTANT LIGHT ALADDIN MANTLE LAMPS Will Brighten and Beautify Your ENTIRE HOME!

WE ARE GIVING AWAY AN ALADDIN ABSOLUTELY FREE Come in for Full Particulars

**E. E. BUGBY**  
Notion Store Grayling

## Hunting Season Now Open!

## SHOT GUNS

## All Gauges

Ammunition all kinds

Hunting Coats

Hunting Caps

Shell Vests

We can supply your every hunting need

**OLAF SORENSON & SON**

Sporting Goods of All Kinds

Phone 105





HERE is the news you've been waiting for—hoping for—wondering whether you'd hear it this year or next. The news of a NEW GASOLINE—a BETTER GASOLINE. Mark that last phrase! That which is new is not always better. But Standard Red Crown is NEW and BETTER. We introduce it to you as the best all-purpose gasoline ever put on the market. And we've anticipated some of the questions you'll want to ask about this brilliant, sparkling, modern fuel. From now on you'll hear plenty about Standard Red Crown—plenty of praise for a fuel that gives you more for your money—easy starting—more power—more performance—more miles.

Read these questions and answers—and then drive to the nearest STANDARD RED CROWN sign—for your first filling of "The Better Gasoline"

#### What is Standard Red Crown, the Better Gasoline?

A gasoline in which the fractions are so adjusted to weather conditions as to give a smooth flow of power at any season of the year.

#### What are fractions in Gasoline?

They're the compounds taken from petroleum each of which vaporizes within definite temperature limits. The skillful merging of these fractions and adjusting the proportions to meet different weather conditions make good gasoline.

#### What happens if these fractions are not properly adjusted?

The engine may perform satisfactorily under one set of conditions but not all. For example, in winter good gasoline requires large amounts of light ends to give quick starting and satisfactory performance, but in summer too much of these light ends causes vapor lock troubles.

#### Is Standard Red Crown a natural product?

No. Nature is not concerned with producing an ideal gasoline for automobiles. It must be made by skillful men. Standard Red Crown owes much of its anti-knock value to the use of the improved cracking processes developed by the Standard Oil Company (Indiana).

#### How is Standard Red Crown made?

Under processes developed in the research laboratories of the Standard Oil Company (Indiana) utilizing the tremendous refining facilities of this organization.

#### Is Standard Red Crown a NEW Gasoline?

Yes. It has just been put on the market.

#### Why do you recommend it for winter driving?

Because it starts easily and accelerates smoothly and because it can be depended upon to operate smoothly in the engine and deliver a rhythmic flow of tremendous power.

#### Why is Standard Red Crown recommended for 1931-32 cars?

Because it is designed to respond to the delicate adjustment of the latest type engines—because it performs better in the older types—because it burns clean at any speed—because it's priced to meet current economic conditions. It gives maximum performance at a moderate price.

#### Where can I buy Standard Red Crown Gasoline?

Standard Red Crown is sold where the Red Crown emblem is displayed. It is priced for the average pocketbook—but gives maximum performance.

STANDARD OIL COMPANY

## The New Standard Red Crown Gasoline

We are now serving our customers with this New Gasoline. It's Great! Try it the next time you buy gas for your car. It's adjusted for all weather conditions.

The BETTER Gasoline

We Sell It

Alfred Hanson Service Station  
Chevrolet Sales and Service

Red Arrow money with all purchases.

#### HEALTH DEPARTMENT NEWS LETTER

(Continued from first page)  
means of control than closing the school. From now on a decrease in the number of cases is expected. During the week ending September 28th there were 138 cases of Infantile Paralysis reported in Michigan as compared with 170 of the preceding week.

Chest clinics were held this month at Grayling and Kalkaska with an excellent attendance at both. There were only one new active case discovered. This was a child at the Kalkaska clinic. Means are being taken to have her cared for at a hospital. For September four cases of scarlet fever were reported. Two of them were in Kalkaska County and one each in Roscommon and Missaukee counties.

In connection with school hygiene, we are attempting to visit as many schools as possible where the roads will be closed during the winter. There are 147 children undergoing immunization for diphtheria in nine different schools. A few cases of whooping cough and skin diseases have been seen and followed up. These children were advised to go to their family physician for treatment.

This year we have a new Health Record chart which is used daily. It records health habits practiced in the school room. These charts have now been placed in the schools and the nurses are instructing the teachers in their use. The charts have been well received by the teachers and the children are delighted with them. Some of the activities which merit a blue star are—hot lunch by hot jar method, washing hands under running water (to be poured from can), using the first aid kit for cuts and burns, coming to school clean for morning inspection.

Throughout the year, four posters, representing bathing, eating, sleeping and playing, will be distributed among the schools. Talks will be given on each of these subjects. At present, bathing is the subject.

At the Lake City school a new class in Home Hygiene has been formed. This class has an enrollment of twelve and the girls are very much interested.

Dr. Beasch, our dentist, is now working at Lake City. He will be there until December 1st. He is seeing about twelve children a day and reports better response and cooperation than last year. One child brought a toothbrush rather than candy with money that had been given her.

The sanitary program for the month of September has been largely devoted to resort inspections. This includes the inspection of resorts, summer hotels, tourist camps, and any place open to the public during the summer months. As a whole the resorts in this district rate fairly well, still there is room for improvement in many instances. Three wells at resorts were found with contaminated water. Steps have been taken to remedy this situation.

The remainder of the month has been devoted to the inspection of dairies and milk supply throughout the district. This is a very important part of Public Health work and of utmost importance to our own health and the health of our children.

We are now making a sanitary survey of the schools, which includes an examination of the water supply. At this time of the year we are also visiting the schools where access is difficult in the winter.

#### TOP O' MICHIGAN POTATO SHOW OCT. 26, 29 AND 30

The Top O' Michigan Potato association has arranged a very attractive program for those who attend its ninth annual show at Gaylord during the three days beginning Wednesday, Oct. 26th.

The very first day opens with speakers that everyone should hear. H. A. Borg of the Michigan State College will discuss "Cost Factors in Potato Production." Stanley Johnston, Superintendent of the South Haven Experiment station, will talk about "Small Fruits for Northern Michigan." P. R. Miller of the Michigan State College will discuss "Alfalfa Seed Production."

The women will have a special program on Wednesday, with Miss Mary Iford, club leader, in charge. Miss Margaret Harris of Marquette will appear on this program and conduct a potato cooking demonstration. Miss Muriel Dundas of the Michigan State College will talk about "Practical Nutrition."

The certified seed growers will hold their annual luncheon on Wednesday noon with John Tucker of Ottawa, Canada as their main speaker.

Thursday forenoon the junior program will be held. Speakers on this program include Prof. Glenn Schenck of Onaway and Prof. E. R. Austin of the Michigan State College. Thursday afternoon the general program will continue with O. B. Price of the New York Central Lines discussing the agricultural progress of Northern Michigan.

John Tucker of Ottawa, Canada, will tell the potato growers of this region what the Canadian farmers are doing in potato production. J. J. Bird of the Potato Department, Michigan State College, will talk about "The New Standard for Commercial Potatoes." Then on Thursday evening at 8:30, the annual banquet and program will be held with L. S. Baldwin of Mancelona as Toastmaster. A big time is in store for everyone.

#### STEERING GIANT DIRIGIBLE

The Akron, world's largest airship, looks as if it would be difficult to steer, but actually it is maneuvered with as much ease as much smaller craft than itself. This is accomplished by means of five movable propellers, and the great airship answers almost immediately to the changes in position of these propellers by the pilot.—Navy News.

## "More genuine satisfaction than any car I ever owned"

THE FORD is good-looking. It is safe. Comfortable. Speedy. Reliable. Long-lived. Eco-nomical. Everything a good car should be.

There is, too, an added something about it that brings enthusiastic comments from every one who has ever driven a Ford. . . . the joy it puts in motoring.

"I have been a car owner continuously for nearly 20 years," writes a motorist connected with a leading university. "During this period I have bought eleven new automobiles. Eight of the eleven were in the middle-price field, one cost three thousand dollars, and the last is a Ford I purchased thirteen months ago.

"In the light of this experience, I can say in all sincerity that I have derived more genuine satisfaction from the Ford than any car I ever owned. In

saying this, I am thinking in terms of comfort, safety, driving pleasure, ease of control and economy. My next car will also be a Ford because it will give me what I want at a price I can afford to pay."

When you get behind the wheel of the Ford and drive it yourself you will know it is a truly remarkable car at a low price. You will like it when you first buy it. You will become more and more enthusiastic the longer you drive it.

After thousands of miles of driving you will say "It's a great car." Its economy will save you many dollars.

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(F. O. B. Detroit, plus freight and delivery. Bumpers and spare tire extra at low cost. After time payments through the authorized Ford Finance Plans of the Universal Credit Company.)

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#### MICHIGAN AFFAIRS

BY A. H. GANSSER

##### Faith in America Needed.

The axiom: "Know thyself, master thyself" is as timely for a nation as for an individual. Especially in this hour, when the aftermath of the World war has brought about world wide business readjustment, at the same time that modern invention has added measurably to the production of goods from mine and field, shop and factory. Business depressions in ancient times were usually due to adverse weather and crop conditions, to insect pests and pestilence. People suffered for the want of food, clothing and all the necessities of their humble lives. They knew little of anything of the comforts and luxuries available to even the poorest American today. More recent business depressions have been aggravated by the lack of a stable medium of exchange. The Christian world gradually adopted the gold monetary standard, and this served to stabilize international business and exchange. Then came the machine age of speed and labor-saving devices, that created new problems for American business and world trade. On top of that came the most destructive war known to history. And here we are. For a time everybody seemed to trust to luck and the future. Other business depressions had come, taken their toll of loss and suffering, and then gave way to new and greater eras of prosperity. New and better crops. Stabilizing of currency. Protection for home industries against the competition of cheap foreign labor. These and similar simple remedies had sufficed to change temporary hard times into longer periods of good times. But in 1929 we were suddenly confronted by some new and complicated business problems, world wide, that have since put a severe strain on American faith in America.

##### America Up And Doing.

Fundamentally, all is well with America. Just possibly we have dabbled too much in old world troubles in the last twenty years, while neglecting our own immediate business future. Our progress in the last 40 years has been so rapid and immense in industry and finance, that we have been so busy making easy money, there seemed no need of looking well and conservatively to the future. At the same time old World war troubles came to rich old Uncle Sam with high interest offerings for big loans. That looked like more easy money. But those loans were backed only by the good will and good faith of these war mad militarists of Europe. Soon we had to send good money after bad. Even gullible Americans could not afford to do that indefinitely. And so, here we are. The same urge for easy money created an artificial stimulation for stock market gambling here at home, that was unwarranted by ordinary business experience covering a hundred years here at home. Voices there were, who warned Americans of pending dangers, but few gave heed. The yen for easy money sneered at suggestion that it was possible to satiate even our home market with luxuries through an over extension of credit. Portions of Europe, financed with American gold and helped with American engineering and industrial genius, over night became keen competitors of American products. At the same time, some of our best old world customers had to pay for their world war madness by

reduced living standards. Hence our surplus of wheat, meat, corn, cotton, sugar, oil and the like. Hard, cold facts, American business disliked to face. Sheer necessity is showing the way in this hour. On the one hand we are reminded that we are still the richest and happiest country in all the world. On the other hand we are rallying all the business forces of America to make the most of these trying hours. We are reminded that 89% of all our business is home business. That only 11% at best, has ever been our export portion.

##### America Learns And Works.

In this hour it looks as though it required some world wide business readjustment to remind us that 89% of our home market is always abroad. Keeping the American dollar doubly busy at home, is our immediate problem and aim. President Hoover at last has the hearty cooperation of our leading business men to that good end. Out in Vancouver, British Columbia, the American Federation of Labor is in "extreme" convulse, giving thought to the immediate need of American yeomanry. When in Washington the leaders of American farm interests, are busy working out their difficult business problems. For what was once a simple family and neighborhood enterprise, has almost overnight become a complicated business of international import. We are at a business cross road, where we do need the most serious consideration and wise leadership for the future. Given these, America will continue to prosper and prosper. We may take one look back, but we must ever go forward. To attain our greatest national prosperity we must maintain and even improve the American standard of living. Labor saving machinery has relieved millions of Americans from the old grinding routine of toil. One of our pressing American problems is to so reduce the hours of labor, that there will still be some remunerative work for all. It cannot be done. And doing it without reducing the American standard of living, will quickly add to our home prosperity. The more leisure we have, with more comforts and even luxuries, the more rapid will be the circulation of our American dollar at home. Busy money makes busy men, and busy men buy more of the products of mine, field and factory, creating more busy money and more busy men. And all this can be done right here at home, in this great, rich continent of ours, regardless of old world troubles, and some portion of our 11% export business is bound to be ours from year to year.

#### FREDERIC NEWS

Last Saturday evening Harry Higgins had a very narrow escape from being run down by an auto.

El Forbush in coming from the barn accidentally fell, and but for the timely arrival of his son it might have been more serious, as Mr. Forbush was lying alone.

Clare Cornut was home from Mt. Pleasant last week end.

Miss Ethel Taylor and a boy friend was home from Big Rapids and called on her grandmother Mrs. McCracken last Saturday.

Gilbert Oramm has sold his home to a Mr. Wikox.

John Malco is improving his property in town and is moving in. He will finish up when his potatoes are dug.

Rev. Browning will start cottage prayer meetings next Thursday evening at Henry Leeman's. All are cordially invited.

#### DID YOU KNOW

That the attempted capture of an American privateer in the harbor of Horta, in the Azores, had a direct bearing on the battle of New Orleans, in the War of 1812? The British squadron-making the attempt carried supplies and reinforcements for the British in Louisiana, but the delay caused by their attacks on the privateer resulted in their arrival after the battle had been lost.

That nine selected young men from Michigan and Northern Ohio will be enlisted in the Hospital Corps of the Navy at Detroit during the month of October? These men will be sent direct to the Hospital Corps School at San Diego, Calif.

That the U. S. Nautical mile is 6080.27 feet, as compared with 5280 feet in the Statute mile? The Nautical mile, therefore, is 1.152 Statute miles.

That the above information is furnished by the U. S. Navy Recruiting Station, 615 Randolph Street, Detroit, Michigan?

In some cases the wheat arriving at terminal markets are smuttier than last year. Experts advise treatment of seed wheat.

#### How One Woman Lost 10 Lbs. in a Week

Mrs. Betty Lyndeke of Dayton, writes: "I am using Kruschen to reduce weight—I lost 10 pounds in one week and cannot say too much to recommend it."

To take off fat, easily, safely and quickly take one half teaspoonful of Kruschen in a glass of hot water every morning before breakfast—an 8-oz. bottle lasts 4 weeks—Get it at Mac & Gildays or any drug store in America. If this first bottle fails to convince you this is the easiest, safest and surest way to lose fat—money back.



#### AFTER 40 bowel trouble

Constipation may very easily become chronic after forty. And any continued constipation at that time of life may bring attacks of piles and a host of other unpleasant disorders.

Watch your bowels at any age. Guard them with particular care after forty. Whenever they need any help, remember a doctor should know what is best for them.

"Dr. Caldwell's Syrup Pepsin" is a doctor's prescription for the bowels. Tested by 47 years' practice, it has been found thoroughly effective in relieving constipation and its ills for men, women and children of all ages. It has proven perfectly safe even for babies. Made from fresh laxative herbs, pure pepsin and other harmless ingredients, it cannot gripe; will not sicken you or weaken you; can be used without harm as often as your breath is bad, or when your tongue is coated; whenever a headachy, bilious, gassy condition warns of constipation.

Dr. W. B. CALDWELL'S  
**SYRUP PEPSIN**  
A Doctor's Family Laxative